

# EON

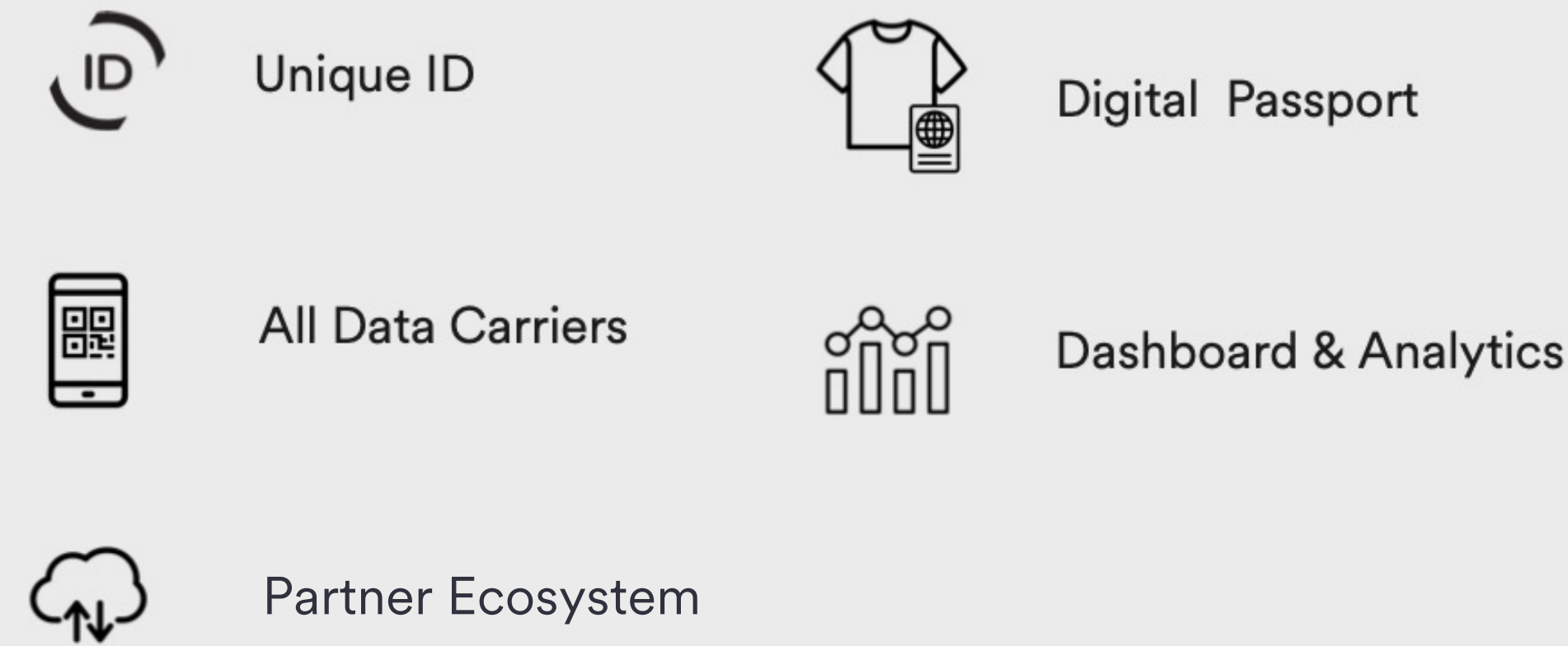
## Digital Product Passport: Lessons Learned and Best Practices





# EON is the **enterprise solution** for digital product passports

Create, manage and connect item-level Digital IDs for every item



CUSTOMER SMARTPHONE

RESALE PARTNERS

APPLICATIONS & SERVICES

ID

EON

Dashboard

Products

Devices

Marketplace

Resources

Settings

Products

Classic Twill Trench

### Two-tone Padded Bag

EON ID 12345678901234 [1,850 Items](#)

Birth Certificate Custom Data

GTIN	SKU
8413351289543	7385
Brand / Label	Color Name
Mango	White / Black
Size System	Size
Europe	Small
Season / Year	MSRP
Winter 2021	50€

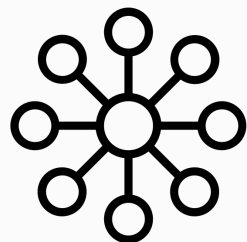
#### Item Passport

Source	Timestamp	Interaction
	Jan. 3, 2022 10:04am	Item Created by the EON Product Cloud
	Jan 5, 2022 7:24am	Item Scanned by EON Partner Access - Device: Para
	Jan 6, 2022 2:01pm	Item Updated by API - Device: Paras Exports Lisbo
	Jan 6, 2022 7:24am	Item Read by Consumer - Location: Brooklyn, NY, U
	Jan 6, 2022 11:49am	Item Read by Consumer - Location: Brooklyn, NY, U

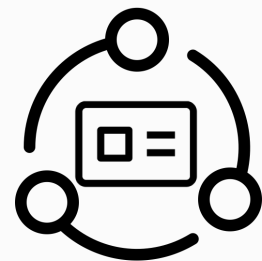
# EON is retail's leading product cloud



Powering Digital ID for industry's **largest & most influential brands**



Largest **ecosystem** of leading resellers, recyclers & new apps



Developed the global **Data Protocol** for circular products



First end-to-end **Digital Product Passports** — align with new policy

YOOX  
NET-A-PORTER  
GROUP

H&M

PVH

Chloé

zalando



PANGAIA

Mulberry

Nanushka

OUTERKNOWN

GABRIELA  
HEARST

XHOUDINI

Kathmandu®



# EON is the technology partner to luxury brand's commitment to **digitize all products by 2025**

In partnership with HRH's The Prince of Wales **Sustainable Markets Initiative Fashion** Taskforce, EON stewards and powers a commitment from global luxury brands to digitize every item portfolio-wide.

STELLA  
Mc CARTNEY

  
BRUNELLO CUCINELLI

Chloé

GIORGIO ARMANI

**BURBERRY**

GABRIELA  
HEARST

 Johnstons  
of Elgin SINCE 1797

Mulberry

**SELFRIDGES&CO**

# EON pioneered industry's Circular Product Data Protocol™ in partnership with industry leaders

The protocol serves as a “shared language” enabling communication, connectivity, and interoperability across the apparel value chain.

## TECHNOLOGY PARTNERS



## PROTOCOL — ADVISORY COUNCIL & KNOWLEDGE PARTNERS



## PHILANTHROPIC FUNDERS

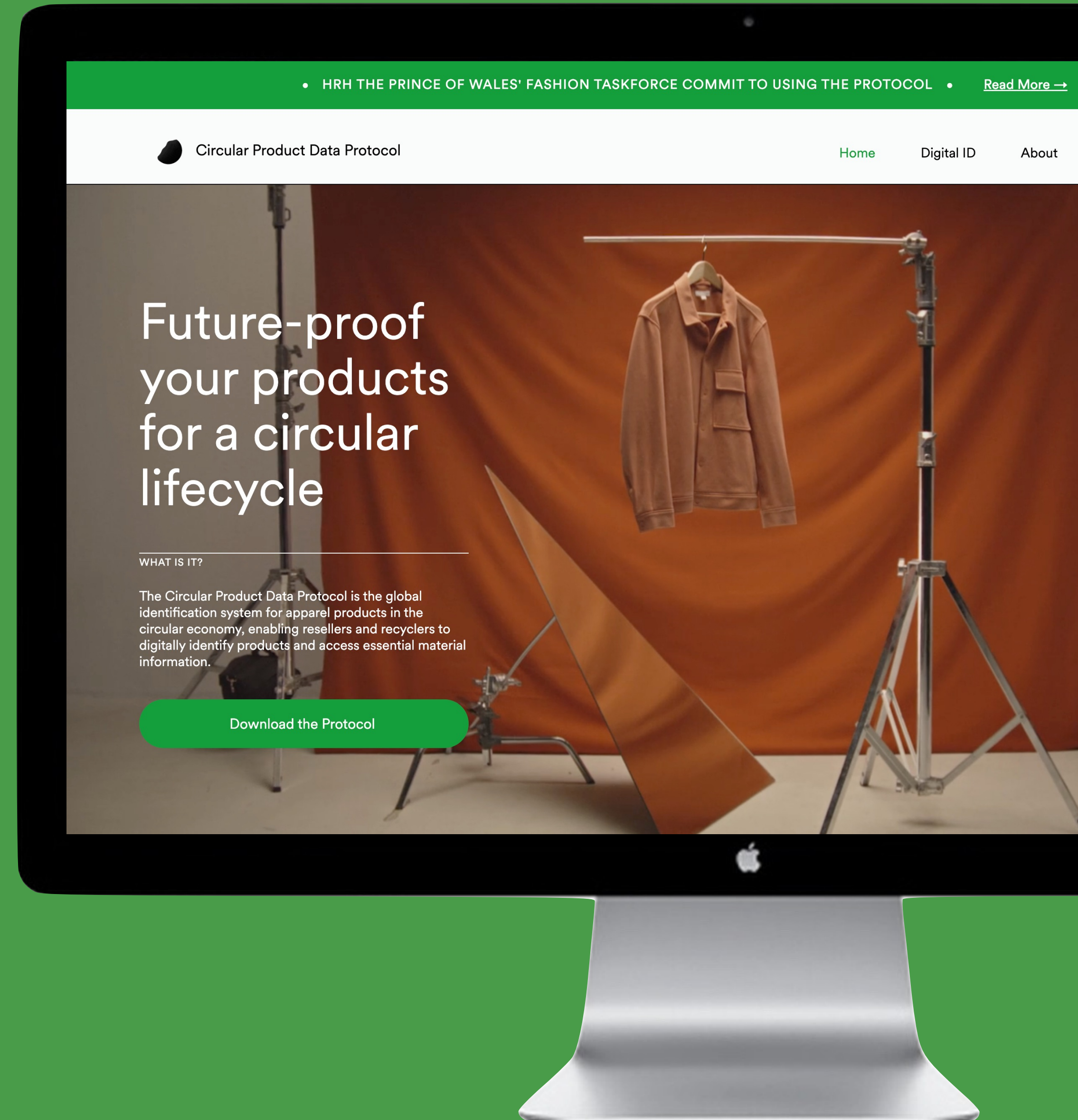




# Scale circular business: optimize data for resale, rental & recycling

By digitizing products in alignment with this protocol, brands solve for interoperability — ensuring their products can be connected to shared systems of sorting, separating and recycling.

[circulardataprotocol.org](https://circulardataprotocol.org)

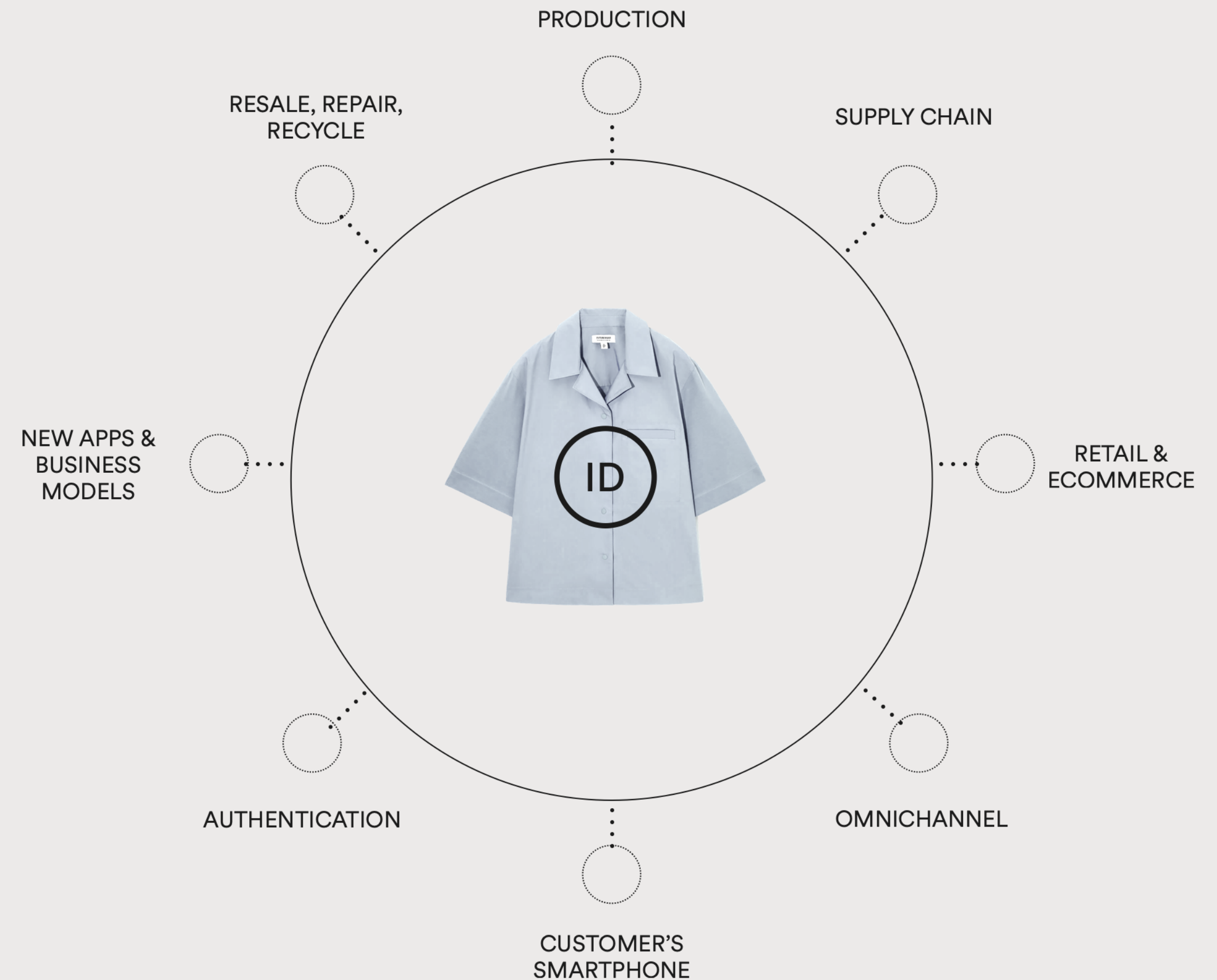


# A partner ecosystem to unlock and scale new business models and services

Monetize Digital IDs through an ecosystem  
of apps, partners, and platforms

Tap into a network of partners and integrate  
through APIs

Exchange product data with an entire value  
chain





# Seamlessly **connect** products to apps, customers, partners & services

EON solves the biggest data challenges across enterprise retail, enabling brands to manage operations profitably and scale new innovations and customer services.

“Interoperability is essential to capture **40-70%** of value of connected products.”

- MCKINSEY

EON

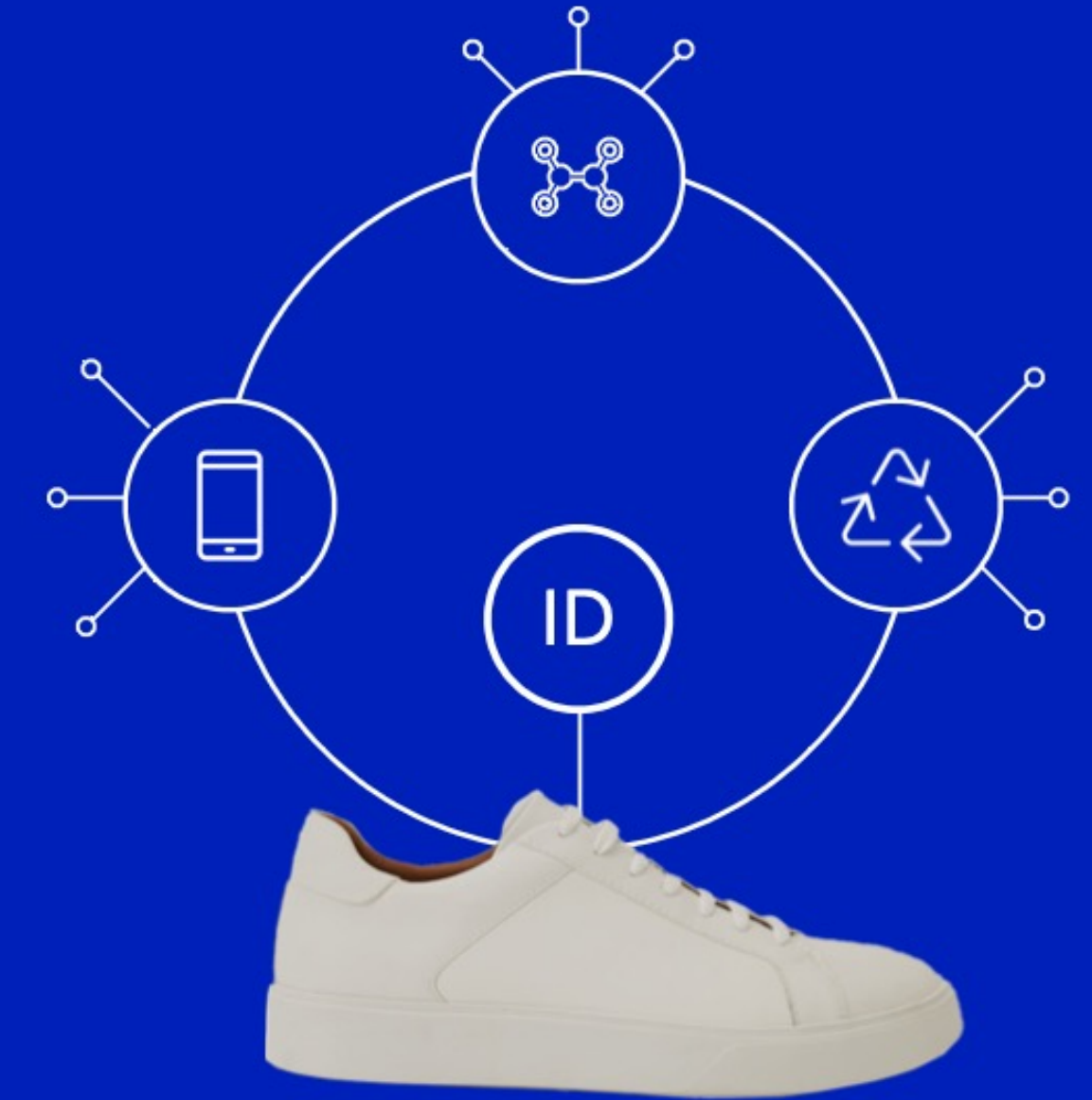
OTHERS



SMART PRODUCT

A product that connects to a singular application

EON



SMART, CONNECTED PRODUCT

A product that connects to a world of applications, users & capabilities



# Engage customers: communicate sustainability, educate & deliver circular services

More than ever, customers want to know the story and sustainability behind their products. Now, build loyalty and connect directly to your customers through each product's Digital ID.



# Certifications, Measurements & Standards: manage, measure & align

EON enables brands to deliver on-product transparency, measurement, standards and certifications.

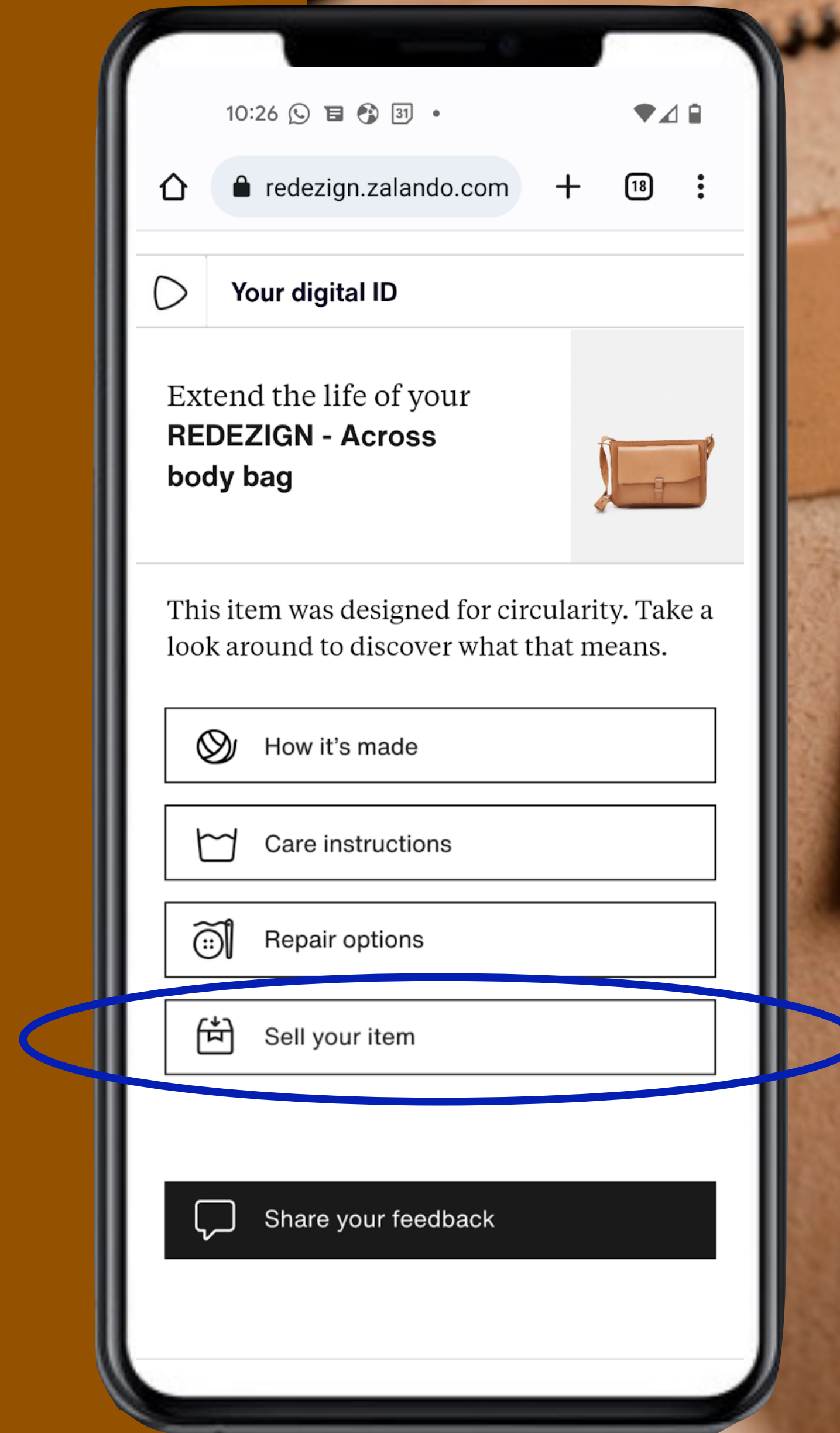
- Educate customers with the environmental impacts of products calculated through various platforms
- Display product sustainability ratings
- Show verified certifications from various organizations
- Reduce duplicative data entry between sustainability platforms





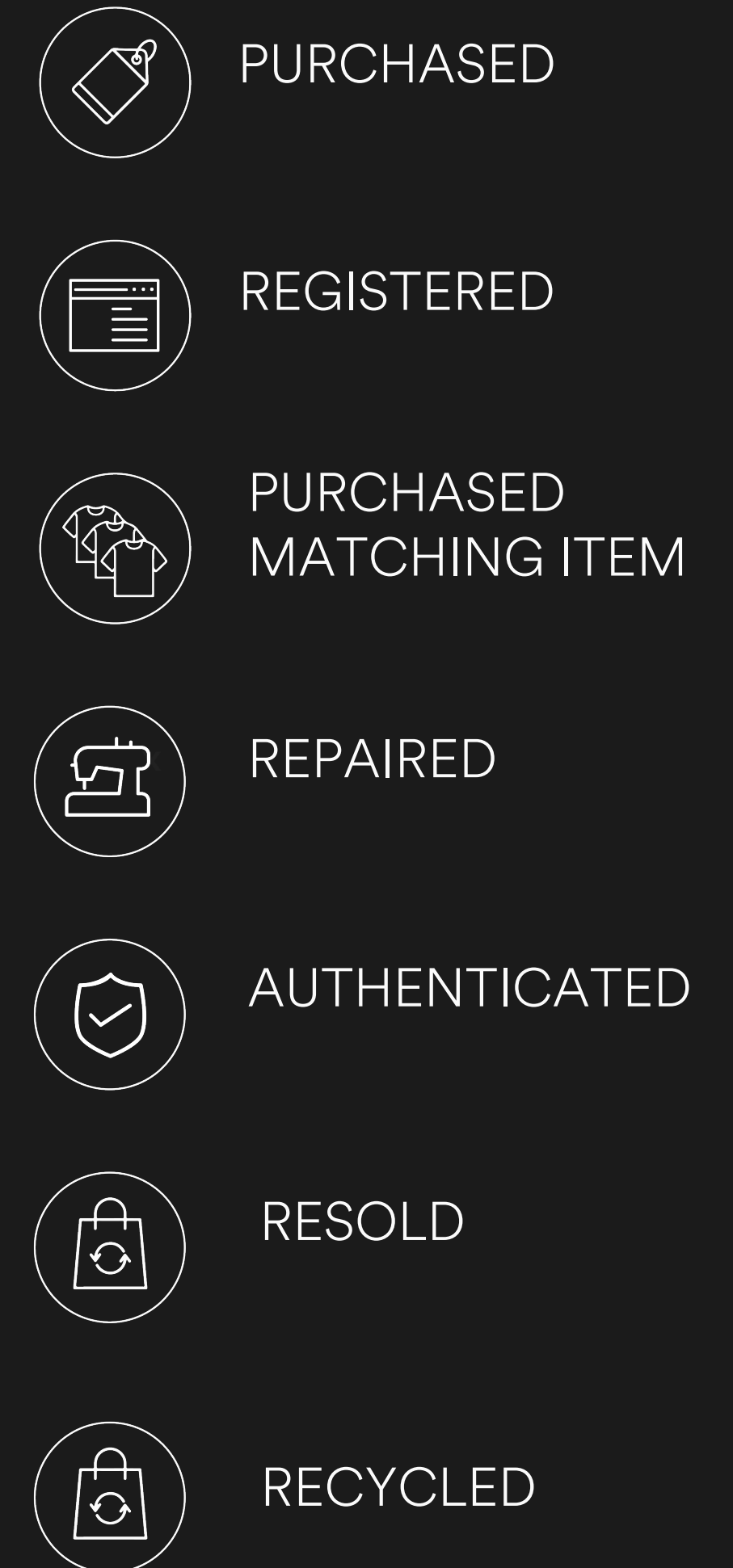
# Recommerce Revenue: increase revenue, authenticate & control

Engage customers to steward products through brand-owned or operated recommerce channels, and authenticate and control products in the second-market.



# End-to-end traceability: EON is the first platform to connect the entire lifecycle

- ▶ Integrate with traceability platforms
- ▶ Track post-point-of-sale lifecycle events (e.g. sold, resold, recycled)
- ▶ Collect and analyze data on product longevity to feed data into brand insights, value chain management, sustainability assessments, and policy requirements

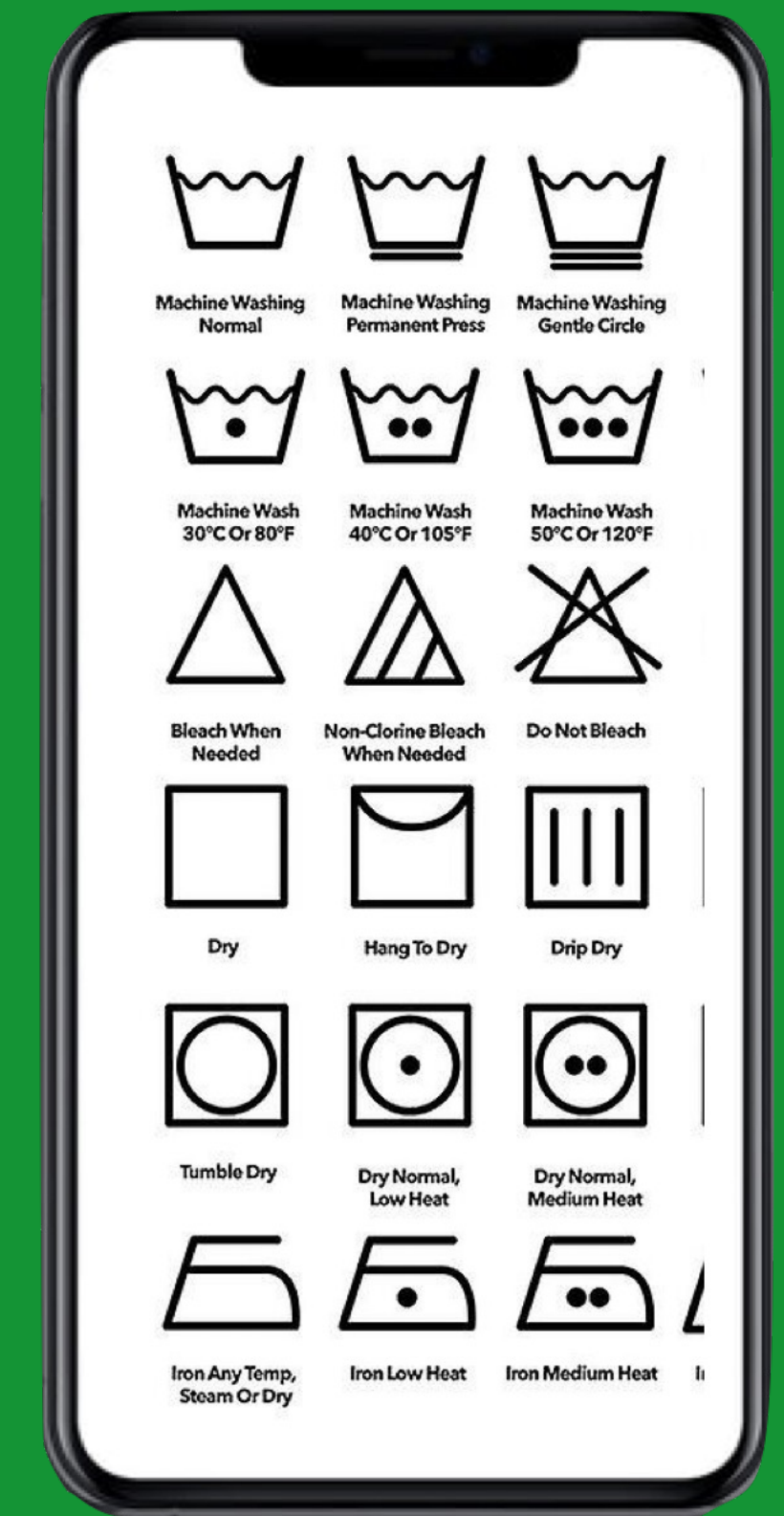




# Digital Care Label: calling for modernization

Digital labels will be more reliable and accessible for consumers than the current system of physical labels

Would allow companies to use digital labeling to provide care information to consumers, recommend new wash methods as technology develops, and reduce the volume of apparel labels currently present in many garments



DIGITAL CARE LABELING



# Best Practices



Remain hardware agnostic



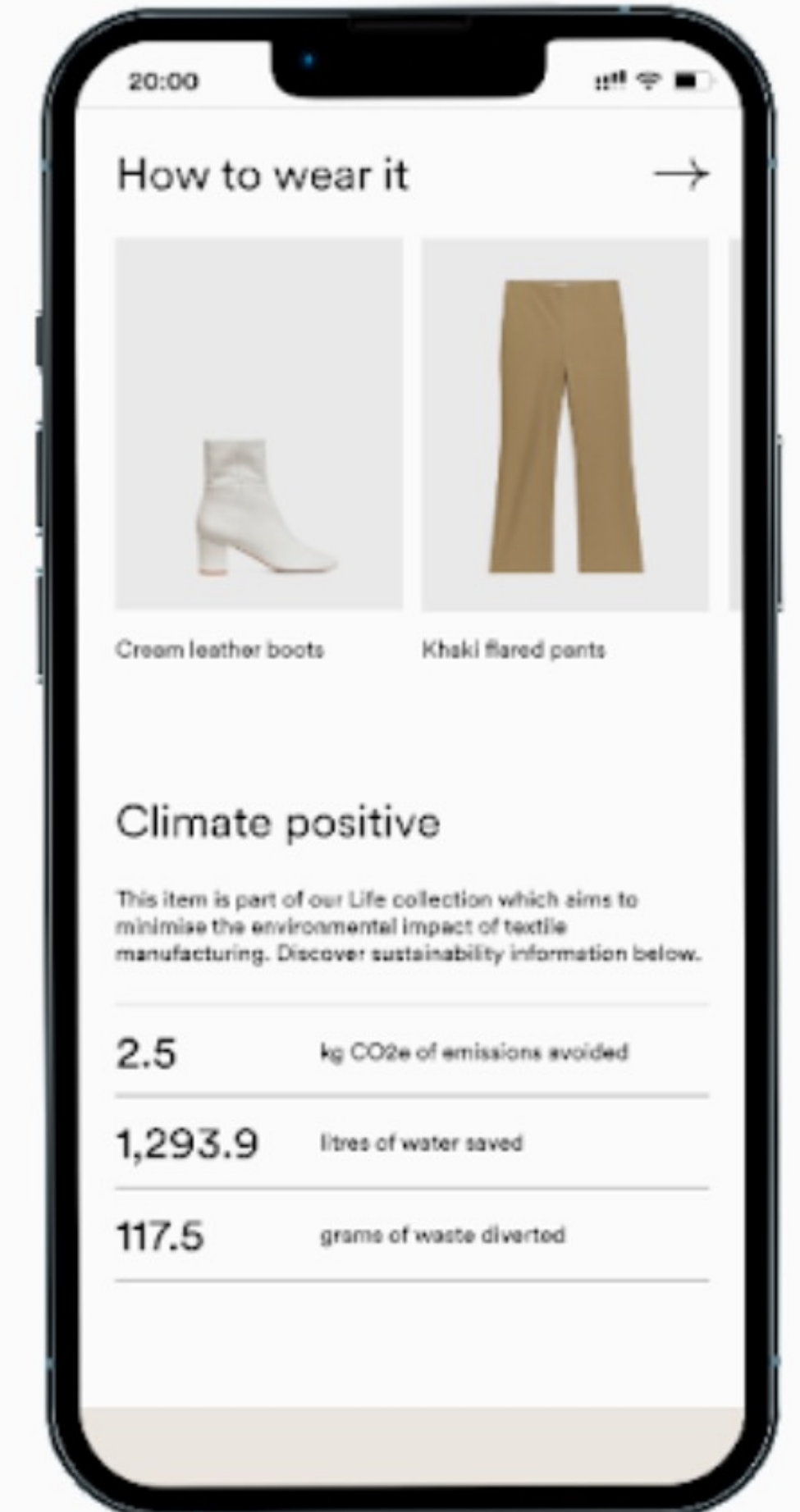
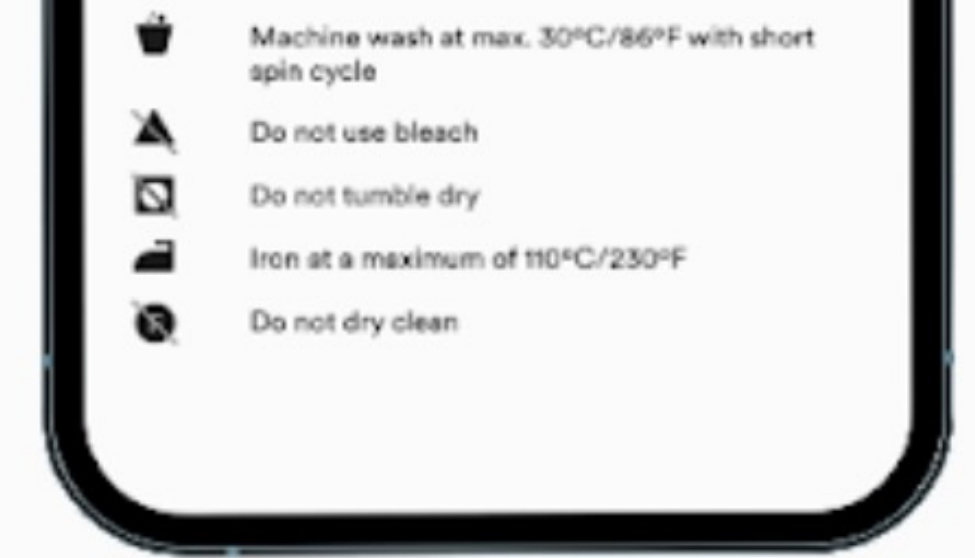
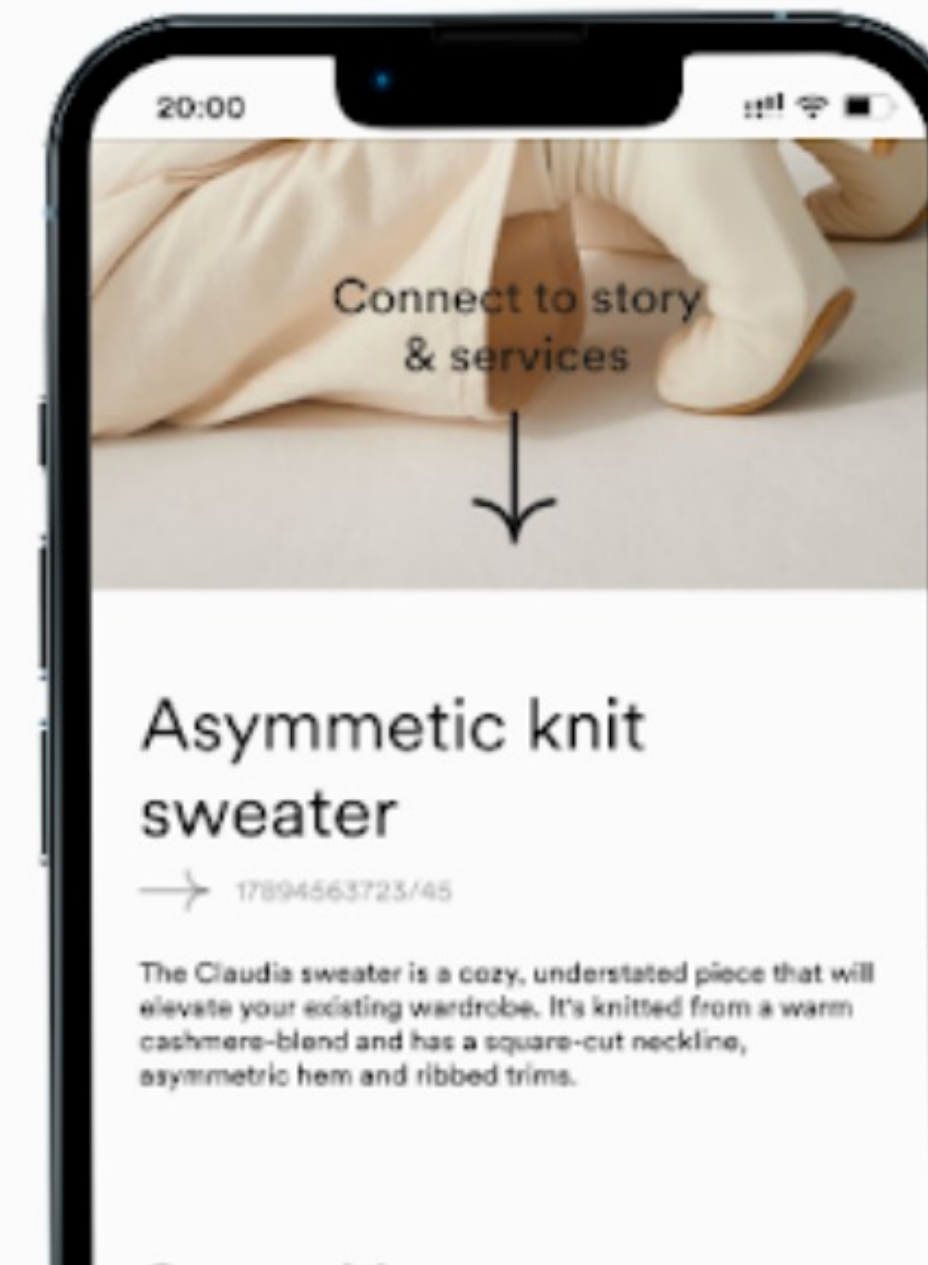
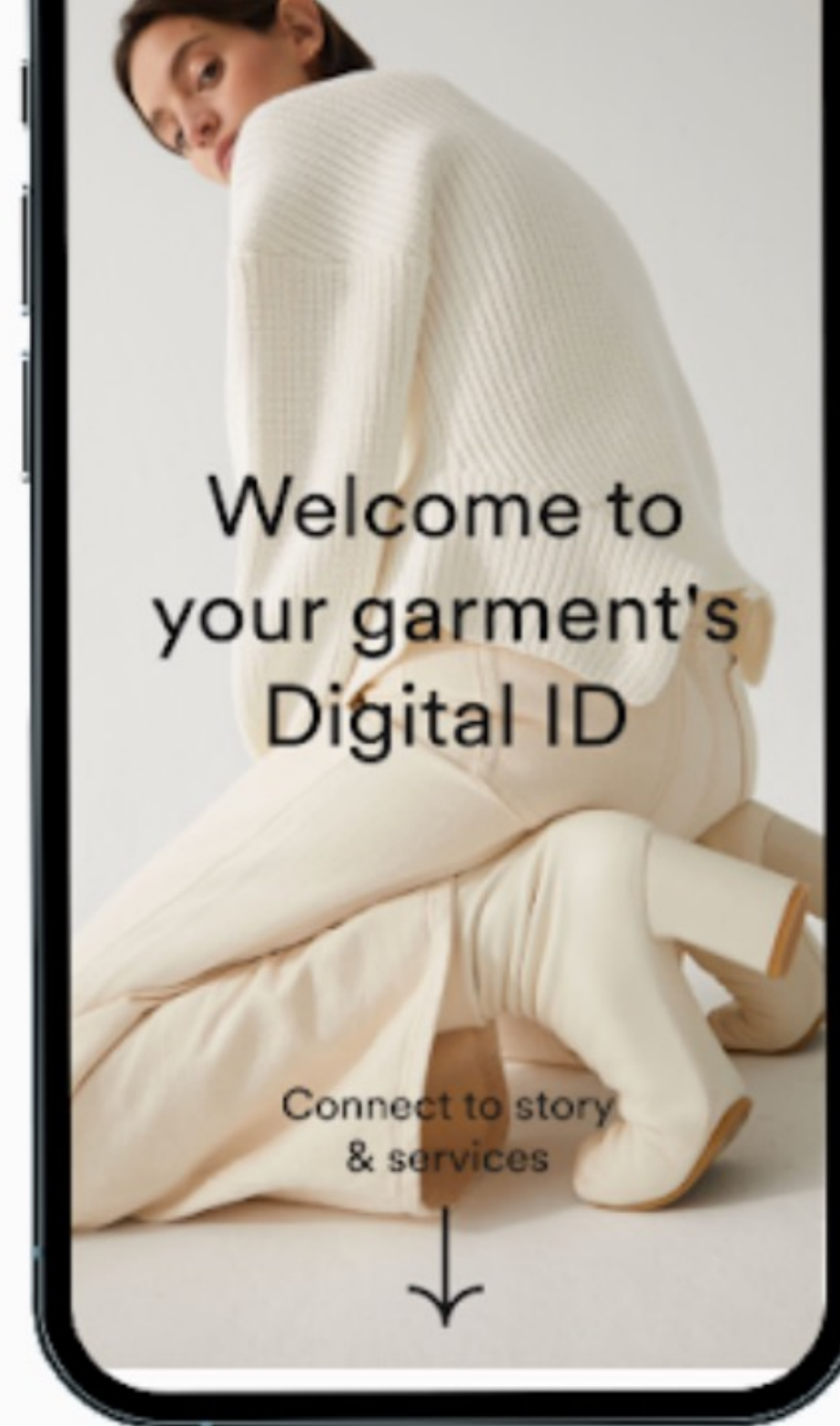
Establish a network to make the right information available to the right audiences



Align on a shared language

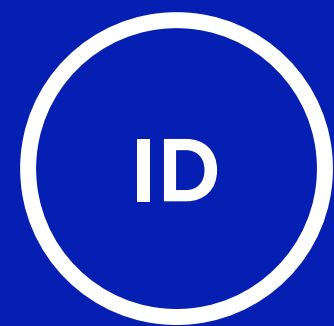


Serialize each individual item to enable end-to-end traceability and accountability





# EON



powered by EON:  
retail's the leading Product Cloud Platform